

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



2.41

*General Trade Edition*

# DIG & DUNG

WITH 1952 PRICES

Sales and Service Bulletin

W BLUE LABEL DAHLIAS W

*Sure to Grow · Free from Disease · True to Name*

WAYLAND DAHLIA GARDENS

E. R. & H. M. RYNO, Props.

Wayland, Mich., U.S.A.

LIBRARY  
RECEIVED

☆ JAN 3 1 1952 ☆

U. S. Department of Agriculture

Attention Buyer or Advertising Manager



# DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

## Sales and Service Bulletin

VOL. 19

WAYLAND, MICHIGAN, U.S.A., SEASON OF 1952

NO. 1

### DAHLIAS FOR 1952

After three years since our crop failure in 1947 we are this year back to our normal planting of 70 acres—approximately 1,000,000 plants. In spite of the fact that we have increased our own acreage over these few preceding years we do not believe the total acreage in the United States available for 1952 trade will be as great as last year nor will prices be very much, if any, lower than last year.

We are basing this estimate on two facts: First, most of the larger growers generally had quite a complete sell-out last year with very little carry over of any except normal planting stock which, of course, means no great increase in their acreage; while at the same time many of the smaller growers, because of other interests sold their entire stock, both saleable and planting, which means they are out of the picture entirely for this year; second, it is getting increasingly harder and harder to find help for farm work and wages are steadily advancing so it is costing us more and more every year to produce our crop making further reduction in price practically impossible.

Most of the mail order seed and nursery houses did very well with dahlias last year and our Reservation Orders which are already coming in from these people show a noticeable increase in their estimates for next year's business. This is a very healthy outlook and we think the demand from the local retail dealers, most of whom place their orders later, will show an equally healthy trend.

It must be remembered that all commodities, both necessities and luxuries are classed as durable and consumable. Durable goods, such as furniture, appliances, etc., can be stored to meet market conditions whereas consumable goods, such as

meats, vegetables, flowers, etc., have to be sold when ready for market or they are lost. This means that such goods are more or less facing a buyer's market at all times and when we realize that flowers such as dahlias, gladiolus, etc., are not only consumable goods but really consumable luxuries, we must recognize the fact that meeting the market condition which is present is a matter of merchandising — that is, Advertising, Display, Prices, etc., rather than one of normal supply and demand as with consumable necessities.

The writer of good strong mail order advertising copy must have a well developed sense of dramatic effect. He must picture both the seller and the prospective buyer and with himself as the seller he must remember that his job is not only to convince that prospect but also to persuade him to "sign on the dotted line."

In the matter of persuading people to buy, the methods of the auctioneer can be studied with profit. This type of selling usually features either one or the other of two methods: The so called American method grades upward as is heard at farm auctions, as, for instance, "I am offered \$10, do I hear \$11, \$10. do I hear \$11, \$11. do I hear \$12, \$12. do I hear \$15. \$12. I am offered once, twice and sold for \$12."

The so called Dutch method grades downward as with the side-show salesman or carnival barker and is illustrated in J. P. Johnson's Twenty Year of Hustling, "I have here an extra fine toilet soap that sells in the regular way for 10c a cake, 2 for 20, 3 for 30, 4 for 40, 5 for 50 and 6 for 60c, but I am here tonight to offer you bargains. Here I'll wrap 'em up for 55, 50, 45, 40, 35, 30 and I hope never to see my Mary Ann or the back of my neck if a quarter of

a dollar don't buy the whole lot—twenty-five cents, two dimes and a half, will neither make nor break you, buy you a farm, set you up in business or take you out of the poor house. Is there any gentleman in the crowd who will take the entire lot for a quarter? Walk up gentlemen, etc."

The gift tuber idea is really an adaptation of the Dutch method and is probably the most persuasive of all selling schemes. The idea of Free or "something for nothing" always catches the man who is looking for a reduced price and really, who among us isn't?

As to display, the use of color in illustration is undoubtedly more effective than any other method; but where color is impossible, we believe it will be found that one good black and white of two columns or more width will prove more effective than four single column cuts. People seem to want size more than form in dahlias and no such idea is carried by the smaller cut.

As to prices, I think there is a limit to the price which the public will stand for a single dahlia root. With cost at its present level and advanced postage rates, etc., the maximum possible selling price per single root will leave considerably less profit than should be made. To meet this condition I think it is a good idea to offer dahlias in groups as well as by the single root. This will permit us to maintain a unit price by cutting the number of roots in a group. That is, we would suggest offering three roots in a group where four were formerly offered at a price of \$1 or \$1.50 or \$2. as the case may be. This really gives us not only a slightly higher price but a much better profit because a whole unit can be packed and mailed at practically the same cost as a single root.

(Continued on next page)

# DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. & H. M. Ryno, Props.

Wayland, Michigan

SEASON OF 1952

## Dahlia Classification

While many of the Dahlia Societies and Shows have their own classification on dahlias, we have always followed the method of classification used by nearly all commercial growers. This is as follows:—

**POMPONS** — This class includes the small button dahlias up to 2 inches in diameter.

**MINIATURES** — This class includes the small blooms, usually of the decorative type, which grow from 2 to 3 inches in diameter.

**LARGE FLOWERING DAHLIAS** This class includes the several types known as

1. **Art or Peony Flowered**, blooms having broad petals and usually open centers.

2. **Ball or Show**, blooms well rounded and with quilled petals and full centers.

3. **Cactus**, this type is usually found in three forms, the Straight cactus, having straight pointed quilled petals, the Incurved cactus having pointed quilled petals curved inward toward center of bloom and the Hybrid cactus having petals broad at the base but with pointed quilled tips.

4. **Decoratives**, blooms of this type have broad petals with full centers and are either Formal, having petals arranged formally in the blooms or Informal, having petals arranged in a more or less fluffy or shaggy manner.

The blooms of the large flowering class range from 3½ inches in diameter up to the so called dinner-plate size which is 9 inches or more in diameter.

It will be noted that we refrain so far as possible from giving dimensions of any variety as the size of the bloom depends so largely upon the grower and his methods of culture. Some growers produce blooms as large as 14 inches using heavy fertilization and disbudding while others produce blooms of half the size under ordinary culture.

Many growers such as florists and cut-flower growers do not want extremely large blooms while others, growing flowers for exhibition purposes, prefer the giant blooms and naturally follow the methods of culture necessary to produce such blooms.

There are several other types of dahlias which we do not grow because we have not found them of sufficient commercial interest. These

(Continued from first page)

In making up a list of varieties for mail order catalog trade it is quite important for you to consider the availability of the different varieties listed. New varieties are being brought out every year and as many of these are listed in the various Honor Rolls published in the leading flower magazines there is a strong tendency toward listing these new varieties in your catalog. If you issued a thousand catalogs this would be all right. You could include almost any variety in your list because you wouldn't sell more than a few roots of a kind; but when you come to issue from a million to a million and a half or more copies, as many of our customers do, you have to have thousands of roots of each variety listed available and this means several years growing after a variety is introduced.

We try out practically all the new varieties as soon as they are offered and if they make good under field culture we list them just as soon as we have enough of them to make them of interest to our class of trade. If you will look over the list of varieties we offer you will find included therein the very best dahlias which have ever been produced. Nearly all of those listed at 10c or more each are Honor Roll varieties which are generally recognized as those having the highest ratings in the trial grounds.

In this connection it might be well are such dahlias the Anemone type, Duplex type and the various novelty types such as the green flowered dahlias, Verdi-Flora, the Collarette type, the Single or Century type and the so called Dwarf or Bedding dahlias known as Unwin or Coltness Hybrids which are usually grown from seed.

## Our Slogan

### *Grown where Dahlias grow best*

A good slogan is not necessarily the work of some clever advertising writer but rather an application of the old rule of the poet,

"Though old the thought, and oft expressed, 'T is his at last who says it best."

This idea is also well stated in Pope's "Essay on Criticism," as follows:

"True wit is Nature to advantage dressed,

What oft was thought, but ne'er so well expressed;

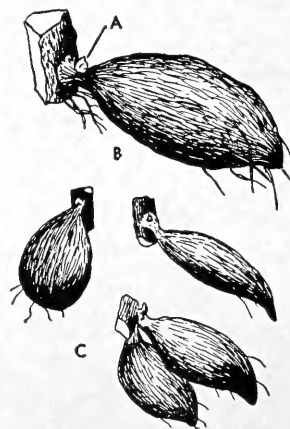
Something, whose truth convinced at sight we find,

That gives us back the image of our mind."

In our slogan, "Grown where Dahlias grow best," we think we have met these requirements perfectly because we actually believe we grow better dahlias here in Michigan than we could grow in any other part of the country. We do not have quite so long a growing season as in states

## NOTE THIS

### **Dahlias**



Be sure each dahlia tuber has an eye (A) where it joins last year's stem, or it won't grow. Tuber (B) should feel plump or rubbery, never soft or mushy. Buy top grade and ignore size and shape (C) of tubers since varieties often differ greatly in this respect

BETTER HOMES & GARDENS, MARCH, 1950

for us to say something about prices. We base our prices solely upon cost of production. Many of the factors entering into this cost are staple and the same for all varieties. For example, rent, fitting the ground, planting, fertilizing, cultivation and harvesting cost exactly the same for one variety as for another. The newer a variety is the higher the cost of planting stock and the more roots a variety produces the lower the cost of the resultant crop

farther south and consequently do not grow so large a root as is grown in such states; but we do get a fully matured root and our crop is not bothered with cucumber beetles, aster flies, tarnished plant bugs, etc., which are very prevalent in warmer climates and usually necessitate spraying, an extra expense which we do not have. As to the size of roots, the smaller size root is much more desirable for mailing purposes, especially with postal rates advancing as they are and we really believe the smaller root produces a better plant and a better flower than too large roots. We call your attention to the clipping from Better Homes and Gardens as reproduced elsewhere on this page. Remember all our stock is strictly top grade and we feel that we must be giving very satisfactory stock to our customers or they would not buy from us year after year as they do.

# PLEASE NOTE THESE POINTS

## QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

## SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type package required and to ship direct to customers under your own label if so desired.

## INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality and not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

## PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

## RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

## SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

## CREDITS

If total order amounts to less than \$50.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$50.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

## EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

## ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up — labor, paper, boxes and packing material, fuel, taxes, etc. — it will be noted that we have advanced prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.



# NET GROWERS PRICES FOR 1952

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3c per root to cover additional cost of labelling and packing.

10% extra count is given in all cases—that is 11 for 10, 110 for 100, etc., — except where roots are packed in special boxes or cartons ready for reshipment — to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs per hundred.

All our stock is absolutely dependable, field grown from roots — not plants — planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

## LARGE FLOWERING TYPES

(A) Art or Peony-flowered

(B) Ball or Show

(C) Cactus

(D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as “out for this year” and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

### At 4c Each

**MIXED** — Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6 or 8 in a special corrugated slide box, size 5x6x2½ inches, at 5c per box extra.

### At 5c Each

**MIXED BY COLOR** — This item is made up from surpluses in our named varieties, and is intended especially for Jobber's Trade. Not less than 1,000 roots of a color can be supplied under this offer. Available in Red, Pink, Yellow, White and Lavender.

### At 6c Each

Aurore (A) Orange salmon  
Camille Franchon (A) Red, lighter tip  
Geisha (A) Yellow and red  
Perfect Beauty (A) Red and white  
Queen Wilhelmina (White Queen) (A) Pure white  
Sweetheart's Bouquet (A) Salmon rose and fawn  
A. D. Livoni (B) Pink  
Bonnie Blue (B) Bluish  
Floral Park Jewel (B) Red tipped white  
Lucy Fawcett (B) Yellow tinged rose  
Mary Helen (B) Yellow  
Maude Adams (B) White flushed pink  
Mrs. C. D. Anderson (B) Crimson mauve  
Orange Ball (B) Orange  
Purple Ball (B) Purple  
Red Chief (B) Bright red  
Schampel's Ball (B) Buff tipped white  
Storm King (B) White  
Stradella (B) Rose purple  
Tillamook (B) Light pink  
Vivian (B) White tipped purple  
Yellow Duke (B) Yellow  
Bertha Horne (C) Bronzy yellow  
Bride's Bouquet (C) White  
Celia (C) Lavender pink  
Emily Russell (C) American Beauty red  
J. H. Jackson (C) Maroon  
Lawine (C) White tinged lavender  
Libelle (C) Royal purple  
Perle de Lyon (C) White  
Rene Cayeux (C) Brilliant red

Agnes Haviland (D) Rose pink and yellow  
Countess of Pembroke (D) Lavender  
C.P.R. (D) Cream overlaid purple  
Darlene (D) Shell pink  
Delice (D) Pink  
D. M. Moore (D) Maroon, almost black  
Doazon (or Big Gus) (D) Orange scarlet  
Dr. Tevis (D) Salmon pink  
Dorothy Sager (D) Salmon and orange  
E. T. Bedford (D) Purple tinged silver  
Flamingo (D) Pink  
Gallant Fox (D) Red  
Mrs. J. Harrison Dick (D) Yellow and pink  
Purity (D) White  
Spirit of St. Louis (D) Large reddish purple  
Yellow Colosse (D) Yellow

### At 7c Each

Cleopatra (A) Dull gold  
Diana (A) Scarlet. This is the true Marean Diana  
Rosalia Styles (A) Pink  
Etenard de Lyon (C) Lavender  
Gay Paree (C) Golden bronze suffused red  
Scaramouche (C) Large Indian red  
Aida (D) Maroon  
Avalon (D) Yellow  
Catherine Wilcox (D) Pinkish white tipped red  
Ellenor VanderVeer (D) Glowing rose pink  
Harry Mayer (or Blue Moon) (D) Pale Roselyn purple  
Iowa (D) Maize tipped pink  
Judge Alton B. Parker (D) Yellow buff  
Le Toreador (D) Brilliant red



Margaret Woodrow Wilson (D) Creamy white suffused pink  
 Mrs. J. G. Cassatt (D) Dark pink  
 Pride of California (D) Red  
 Purple Manitou (D) Purple  
 Rosa Nell (D) Deep rose pink  
 Sanhican's Bluebird (D) Large bluish  
 Silver Sheen (D) Lavender  
 White President (D) White  
 Zion's Delight (D) Large deep red

## At 8c Each

Charlotte Caldwell (B) large orange  
 Bashful Giant (or Apricot Giant) (D) Apricot and amber  
 Barbara Redfern (D) Large gold and rose  
 Charlotte Alexander (D) white tipped red  
 Gertrude Brinton (D) Red  
 Hillcrest Mandarin (D) Large red and yellow  
 Jean Kerr (D) White  
 Mina Burgle (D) Red  
 Mrs. I. de Ver Warner (D) Orchid Lavender  
 Oyster Bay Beauty (D) Large oxblood red  
 Pride of Stratford (D) Best large red orange  
 Rock Red (D) Red  
 Rose Glory (D) Rose Lavender  
 Sanhican's Monarch (D) Large Tyrian rose center, lighter tips  
 The Commodore (D) Most dependable giant yellow informal

## At 10c Each

Monmouth Champion (D) Flame red  
 Nanaquaket (D) Large pink  
 Penn Charter (D) Huge buff tinted apricot  
 Rose Fallon (D) Giant old gold  
 Snowdrift (D) Large white  
 The Governor (D) Large yellow formal

## At 12c Each

Blue River (D) Huge bluish  
 City of Cleveland (D) Large orange suffused red  
 Clara Carder (D) large cyclamen pink  
 Fred Springer (THE GREAT KILLY-LIEU or BEDDING DAHLIA) (D) Brilliant red  
 Jane Cowl (D) Bronzy buff and salmon  
 Jersey's Beacon (D) Scarlet and buff  
 Jersey's Beauty (D) Pink  
 Josephine G. (D) Pink  
 Kemp's White Wonder (D) Large white  
 Kentucky (D) Salmon sport of Jersey's Beauty  
 Marshall's Pink (Marie) (D) Light pink  
 Mrs. Geo. Le Boutillier (D) Finest large red  
 Omar Khayyam (D) Large red and orange  
 Oriental Glory (D) Cadmium orange  
 Purple Fluffy Ruffles (D) Purple  
 Sagamore (D) Apricot buff  
 Wm. H. Hogan (D) Large red and white bi-color  
 Zadig (D) Golden buff

## At 15c Each

Gov. Heil (C) Orange  
 Miss Belgium (C) Coral  
 Star of Bethlehem (C) White  
 Arcturus (D) Scarlet and gold  
 Autumn Sunset (D) Large yellow tinted red  
 Commando (D) Large lavender

Delwood's Glorious (D) Deep pink  
 Detroit (D) Rich red  
 Eleanor Radell (D) Rose pink  
 Girl of Hillcrest (D) Golden buff  
 Hillcrest Sunset (D) Autumn shade  
 Hunt's Velvet Wonder (D) Large purple  
 Jersey's Sovereign (D) Salmon orange  
 Jimmy Foxx (D) Henna  
 Kathleen Norris (D) Pink  
 Kilgore's King (D) Large yellow shaded pink  
 King Alfred (D) Red with light reverse  
 Robert Scott (D) Autumn shade  
 Sharazad (D) Large pink  
 Thomas A Edison (D) Royal purple  
 Wenning's White (D) White

## At 20c Each

Jean Trimbee (C) Petunia violet  
 Son of Satan (C) Huge red  
 Betty Zane (D) Large pink  
 California Idol (D) Large light yellow  
 Daddy Kemp (D) Huge reddish purple  
 D'Arcy Sainsbury (D) White  
 D-Day (D) Pink  
 Dorothy Ward (D) Large lavender  
 Dwight W. Morrow (D) Dark red  
 Eva Martin (D) Fine pink  
 George A. Relyea (D) Orange tipped white  
 Incandescent (D) Bronzy yellow and pink  
 Jersey's White Beauty (D) White  
 Kilgore's Purple (D) Purple  
 Miss Oakland (D) Large pure white  
 Montebello (D) Violet crimson  
 Mrs. W. Keene (D) Yellow  
 Pink Profusion (D) Pink  
 Red Sunset (D) Red  
 The Fireman (D) Bright red  
 Twilight (D) Pinkish lavender  
 Wotana (D) Orange  
 Wm. G. Wyllie (D) Large yellow, buff and pink  
 Zant's Pink (D) Dark pink  
 Zant's Purple Beauty (D) Fine large purple  
 Zant's White (D) White

## At 25c Each

All American (C) Mulberry rose and yellow  
 Amelia Earhart (C) Autumn shade  
 Osa Helen (C) Huge American Beauty red  
 Top Flight (C) Bright red  
 Alice May (D) Fine large white  
 Burch Foraker (D) Mammoth flame red  
 Carl G. Dahl (D) Large apricot and buff  
 Col. Lewis (D) Large deep pink  
 Dixie's Wine Dot (D) White flecked purple  
 Everybody's Favorite (D) Large lavender pink  
 Glamour (D) Large purple  
 Kemp's Great Eastern (D) Huge orange gold  
 Kemp's Monarch (D) Reddish orange  
 Kemp's Glamorous (D) Large yellow and pink  
 Link's Gorgeous (D) Yellow overlaid pink  
 Lord of Autumn (D) Huge yellow  
 Maffie (D) Red  
 Margrace (D) Huge red and yellow  
 Massasoit (D) Pink  
 Monarch of the East (D) Huge golden buff  
 Mrs. Thomas A. Edison (D) Red with lighter reverse  
 Norma Morton (D) Yellow suffused garnet  
 Oakleigh Monarch (D) Large cerise red  
 Ogden Reid (D) Huge informal pink  
 Premier's Winsome (D) Huge light pink  
 Sheldon's Louise (D) Large reddish purple  
 Sherwood's Peach (D) Giant bright salmon buff  
 Victory (D) Large salmon pink

## SMALL FLOWERING TYPES

While our planting of Pompons and Miniatures is still quite limited, our plants at the date of this writing (July 15th) are looking very fine and should give us a crop sufficient to take care of those of our customers whose catalog circulation is not over 200,000 copies. Our planting stock this year was entirely of our own growing and we, therefore, can feel certain that it is absolutely true to name and free from disease.

### Pompons At 10c Each

Amber Queen (P) Apricot and amber  
Bobby (P) Plum  
Dee Dee (P) Lavender  
Darksome (P) Maroon  
Edith Mueller (P) Gold edged orange  
Fascination (P) Pink  
Joe Fette (P) White  
Johnny (P) Red  
Jonkheer C. Van Sitters (P) Yellow tipped orange  
Mary Munns (P) Lavender  
Morning Mist (P) White suffused lavender  
Phyllis (P) Purple  
Rosalie (P) White suffused pansy purple  
Rosa Wilmouth (P) Pink  
Spy (P) Bright red  
Sunbeam (P) Red with yellow base  
Yellow Gem (P) Yellow

### Miniatures At 10c Each

Baby Royal (M) Salmon pink  
Blue Eyes (M) Bluish  
Buckeye Baby (M) Golden buff  
Corinna (M) Deep yellow  
Diana Jean (M) Light yellow  
Fairy (M) Tiny Jersey's Beauty pink  
Orchid Lady (M) Orchid lavender  
Princess Alba (M) White  
Sylvia (M) Cherry red  
White Fawn (M) White

### Mixed Pompons and Miniatures at 5c Each

We shall have a few thousand roots of Mixed Pompons and Miniatures available. This mixture will be especially desirable for Florist's planting and Bargain Offers.

## Wrapped Dahlias

---

FOR COUNTER TRADE

---

### 1952 ASSORTMENT

**100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled (Order 1952 Assortment) - \$10.00**

All stock in this assortment is strictly high class and in order to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. A liberal supply of cultural leaflets and such advertising matter as may be available will be included with each assortment.

**Get Your Reservation Order In Now**

Stock to be Shipped When Needed

## Wayland Dahlia Gardens

**Largest Dahlia Growers In The World**

E. R. & H. M. Ryno, Props.

**WAYLAND**

**MICHIGAN**

# BOXED DAHLIAS For Counter Trade



Our Boxed Dahlias for Counter Trade took so well last year that we are repeating this item this year with no change except in the manner of packing the Series H.R. This Series will present each root individually wrapped and labeled the same as in Series B and E instead of having each root packed in an individual box as we did last year. All boxes have beautiful four color labels and make an attractive line for your Counter Trade, these boxes almost selling themselves without special sales effort on your part. We suggest that they be ordered in time to place on sale not over a week or two before normal planting time which is from ten days to two weeks before your usual last killing frost.

**SERIES A**—6 roots of large-flowering dahlias, assorted types and colors, not labeled individually, packed in box with 4-color label. Retails for \$1.00 per box. Price to you \$3.60 per case of 12 boxes (30c per box).

**SERIES B**—6 roots of large-flowering dahlias, 1 art type, 1 ball type, 1 cactus type and 3 decorative type; each root wrapped and labeled individually; packed in box with 4-color label. Retails for \$1.50 per box. Price to you \$6.00 per case of 12 boxes (50c per box).

**SERIES E**—6 roots of Exhibition dahlias all decorative type, each root wrapped and labeled individually, packed in box with 4-color label. Retails for \$2.00 per box. Price to you \$7.20 per case of 12 boxes (60c per box)

**SERIES H. R.**—5 roots of the finest Honor Roll dahlias in perfectly blended colors, each root wrapped and labeled individually, packed in box with four color label. Retails for \$3.75 per box. Price to you \$12.00 per case of 12 boxes (\$1.00 per box).

The varieties included in this collection would generally cost \$1.00 or more each from retail growers—and we consider them worth the money.

As to the list of varieties to be used in Series B, E, and H. R., we must necessarily reserve the right to use such varieties as are available, but we promise that in all cases strictly first class varieties will be included with special attention being given to the proper blending of forms and colors to insure perfect satisfaction among all of your customers.

The retail prices suggested above are not arbitrary, but may be altered to meet local conditions if so desired. We think, however, that you will find the suggested prices compare favorably with prices usually charged for similar stock and varieties.

Be sure and specify shipping date on all orders for specially packed items so we will be able to have such goods ready for you when wanted.

**Wayland Dahlia Gardens**

**Wayland, Michigan**

# Get Your Reservation Order in Early

While we have approximately a million plants this year with a total of about seven-hundred different varieties, many varieties are still limited as to quantity available for 1952. We, therefore, urge all our customers to estimate their requirements and advise us as early as possible so we can enter their Reservation Orders to cover their needs for 1952. After our crop is booked up we cannot accept any further orders this year. To avoid disappointment send us your order without delay. No deposit required.

## WAYLAND DAHLIA GARDENS

Home of a Million Dahlias

**Wayland**

**Michigan**

## Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

**GUARANTEE** — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

**TERMS** — Unknown persons should send either cash in full or 25% with order, balance C.O.D. Parties whose credit is approved may order roots shipped any time after Dec. 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

**REFERENCE** — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

**Wayland Dahlia Gardens, Wayland, Michigan**